Project Summary

1. What is the basic overview of the project?

create a site about you to display your projects for this semester.

2. What is the single purpose of the site?

to be a base for the other projects in this class

3. What are the secondary goals of the site?

to act as a portfolio to display past works and to inspire others

Audience Profile

1. Who is your target audience? Choose a typical user (attributes to include are occupation, age range, gender, Internet connection, online frequency/activities, etc.).

classmates, friend family, instructors, future employers, anyone whom i would show it to under the context of it being a portfolio

2. What is a typical task the user might perform on the site? (register, log on, search for information, buy a specific product, send their e-mail address, call for more information, etc.)

contact me

3. What do you want them to think, feel and do while visiting your site?

feel inspired, browse photos, view other projects

4. What adjectives can be used to describe the way the website should be perceived by the target audience?

innovative, creative, imaginative, unique, clean, contemporary

Communication Strategy

1. What is the overall message you are trying to convey to your target audience? (informative, secure, reliable, efficient, entertaining, etc.)

creative

2. How will you convey the overall message? (For example, through the content, design and aesthetics, navigation, page weight, etc.)

through content, design and aesthetics

3. What are some specific visual goals the site should convey?

4. How will you measure the success of the site?

through comparing to the competition

Competitive Positioning

1. Who is the competition?

my classmates and other potential hires

2. How will this website be different from the competition?

through a unique sense of dynamic motion and (hopefully) interactivity

3. What specifically does the competition do/use that your site will incoporate?

use of design principles, easy navigation, and (sometimes) interactivity

4. If redesigning a site, what areas of the current site are successful and why?

n/a

Targeted Message
State a word or phrase that will appropriately describe the site once it is launched.

Innovation